

South La Crosse Transportation Study

Alternatives Examined

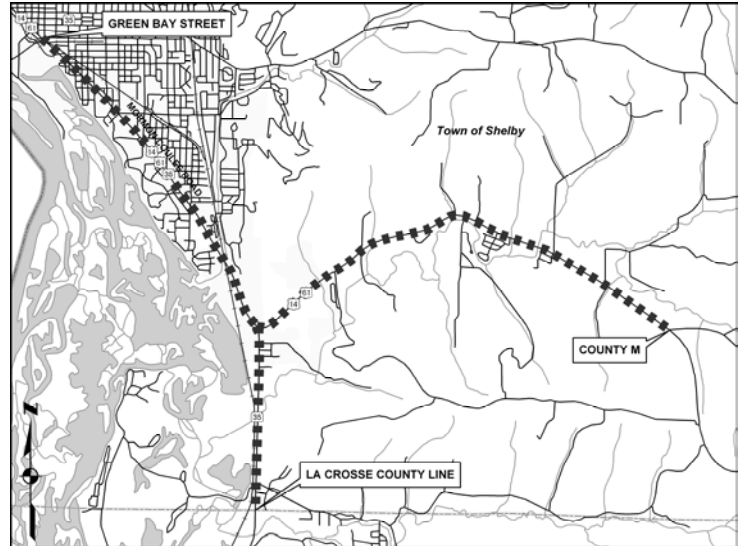
Public information meeting scheduled for March 30.
See the back cover of this newsletter for details.

The Wisconsin Department of Transportation, in cooperation with the La Crosse Area Planning Committee (LAPC), City of La Crosse, and Town of Shelby are continuing their efforts to identify a long-term vision for the future of South Avenue/Mormon Coulee Road through a range of alternatives for improvement.

The area under evaluation includes South Avenue/Mormon Coulee Road from the junction with Green Bay Street (at Gundersen Lutheran Medical Center) to the intersection of US 14/61/WIS 35. Two additional highway segments will also be examined: WIS 35 from the US 14/61/WIS 35 intersection to the La Crosse County Line (near Goose Island) and US 14/61 from the US 14/61/WIS 35 intersection to its junction with County M (near Ten Mile Hill). Timing for future four-lane construction on the rural segments will also be examined using updated traffic counts and forecasts.

Study need

The US 14/61/WIS 35 intersection, Mormon Coulee Road, and South Avenue act as the southern transportation gateway into the City of La Crosse, and are important transportation facilities for commuting, travel, and the movement of goods and services to and through the area.



South La Crosse Transportation Study Limits

The South Avenue/Mormon Coulee Road corridor is currently experiencing increased congestion and other traffic related issues including difficulty of users getting on, off, and across the roadway. Traffic pressures are expected to increase by 2030, with portions of the corridor and some intersections experiencing serious delays and operational issues. Because of the anticipated growth in traffic in the next 25 years, a long-term plan needs to be developed. This plan will provide WisDOT and local governments the tools they need to address issues when funding becomes available.

South La Crosse Transportation Study Schedule

July – September 2004 : Data Collection and Inventory of Existing Conditions

October 2004 – May 2005 : Plan Development and Range of Improvement Concepts

April – May 2005 : Draft Plan

June – July 2005: Final Plan

Study Newsletter March 2005

Public responds with ideas at local information center

Citizens were invited to a Local Information Center meeting in January to wrap up the needs identification phase of the South La Crosse Transportation Study. The study team heard their comments on improvement concepts along the study corridor, and more than 100 people contributed ideas on important issues, including:

- A need to better accommodate pedestrian crossings at and between intersections.
- A need to lower driver speed in the Pammel Creek area through enforcement of speed limits, lowering the posted speed, or other means.
- A need to accommodate both vehicular and pedestrian access in the 33rd Street area.
- A need for bike/pedestrian accommodations at the South Avenue/East Avenue/Ward Avenue Intersection because of the bike route along East Avenue.
- A need to manage sign clutter that is contrary to the Scenic Byway designation of WIS 35.



Long crosswalks can be intimidating to pedestrians

Improving conditions for the corridor's pedestrians and bicyclists is an important aspect of the South La Crosse Transportation Study. As conceptual improvement alternatives are refined, measures to make it easier and safer to walk, bike, and ride the bus would be integrated into the plans.



The intersection of US14/61/WIS 35 is likely to see increased traffic in the future

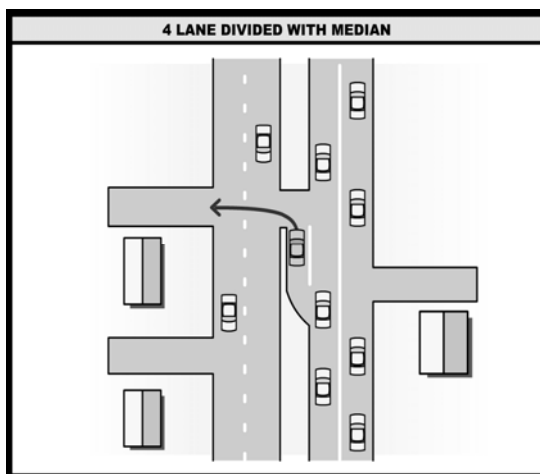
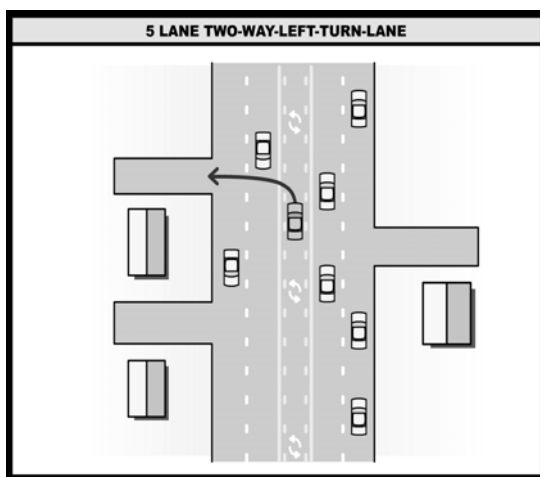
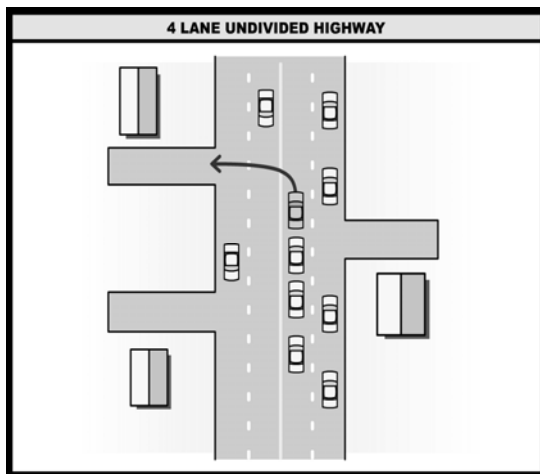
Long-term improvements for traffic flow

US 14/61/WIS 35 system alternatives

System alternatives were evaluated for the southern portion of the corridor and include 33rd Street, the US 14/61/WIS 35 intersection and roadways along WIS 35 just south of the intersection. Alternatives include:

- Recondition the existing US 14/61/WIS 35 intersection with a traffic signal. A traffic signal could improve safety and traffic flow.
- Reconstruct the intersection to include a roundabout. A roundabout could minimize delays for drivers and increase safety.
- Reconstruct the intersection as an interchange. An interchange could improve traffic flow and safety.





Long-term improvements for traffic flow

South Avenue/Mormon Coulee Road alternatives

As part of the plan development phase of the study, a range of alternatives is being evaluated that address the long-term needs on South Avenue/Mormon Coulee Road. Of multiple initial concepts, four are being examined further:

- **5-Lane Two-Way-Left-Turn-Lane (TWLTL).** Similar to the arrangement on Mormon Coulee Road in the southern portion of the corridor, this alternative would extend the TWLTL along the northern segment of South Avenue. This concept could reduce congestion by making left turns easier for drivers.
- **Variable Width Median.** A raised median could be installed along the entire length of the corridor with openings to let traffic turn left and cross the street. This concept could reduce congestion while increasing safety and improving the aesthetics of the corridor. It could also make the street easier and safer to cross on foot.
- **Hybrid Corridor.** A combination of the Variable Width Median and TWLTL concepts.
- **No Action.** No improvements other than maintenance of the existing roadway and other facilities. This alternative provides a baseline for future environmental documentation.

Short-term improvements

In addition to the long-term concepts under evaluation, a number of opportunities for short-term improvements are being examined as part of the study. Short-term improvements may include access management such as eliminating, consolidating, and/or combining driveways along the corridor, closure of some six-legged intersections, an evaluation of the complex intersection at 16th Street and South Avenue, and other adjustments. If short-term needs are identified along the corridor, those instances will be evaluated to determine when and how they should be remedied.

Next steps

A second public information meeting will be held on March 30, 2005 (see back cover for details). Attendees will be able to review draft alternatives. After citizen comments from the public information meeting have been reviewed, alternatives will be refined and included with strategies and recommendations for the future of the corridor. The study team (City of La Crosse, Town of Medary, La Crosse Area Planning Committee, and WisDOT) will review the plan and finalize the strategies and recommendations. These will be included in a final report released in Summer 2005.

Wisconsin Department of Transportation



District 5 Office
3550 Mormon Coulee Road
La Crosse, WI 54601

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For additional information, contact:

Beth Price — WisDOT District 5
Project Manager
Phone: (608) 785-9045
E-mail: beth.price@dot.state.wi.us

3550 Mormon Coulee Road
La Crosse, WI 54601

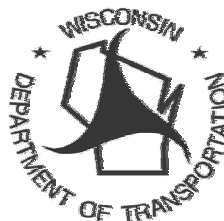
Darren Fortney, AICP — SEH Inc.®
Study Consultant/Project Manager
(800) 732-4362
E-mail: dfortney@sehinc.com

Do you know someone who may be interested in this study? Please share this newsletter. If you would like more copies, contact Project Manager Beth Price at (608) 785-9045

South La Crosse Transportation Study

Public information meeting — March 30

Please join us at the second public information meeting for the South La Crosse Transportation Study on Wednesday, March 30, 2005. The meeting will be held at Southern Bluffs Elementary School, 4010 Sunnyside Drive, in the Town of Shelby. An informal open house session will run from 4:30 to 7:30 p.m. with a brief presentation at 6 p.m.



At the public information meeting, you'll be able to view draft corridor alternatives for South Avenue/Mormon Coulee Road. Alternatives for the US 14/61/WIS 35 intersection will also be available for review. Project staff will be available throughout the meeting to answer your questions and record your comments on any aspect of the study. Please share your vision for the corridor with us.